

**IN THE SPECIFICATION:**

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with strikethrough.

Please REPLACE the paragraph beginning at page 5, line 11, with the following paragraph:

The DM sending program 6 includes ~~an~~ retrieving part 7 for extracting a particular recommended hairstyle based on the basic customer information and an expected next date of visit, a generating part 8 for producing direct mail after creating a database by combining photographic images of the customer and the latest hairstyle data, and a sending part 9 for sending the produced DM.

Please REPLACE the paragraph beginning at page 7, line 31, with the following paragraph:

The printer ~~2343~~ prints the result of the processes performed and any other specified information. In the customer-encouraging assisting apparatus 14 of the present invention, the direct mail may also be sent using an actual postal service or may be printed on paper to preserve it.

Please INSERT the following paragraph beginning at page 1, line 5:

**CROSS REFERENCE TO RELATED APPLICATION**

The present application is based on Japanese priority application No.2001-190920 filed on June 25, 2001, the entire contents of which are hereby incorporated by reference.

Please DELETE the entire contents of lines 25-28 at page 17.